

SPECIAL NOTICE—Beginning Tuesday, January 3, 1905, and Continuing Until March 1st, This Store Will Open at 8:15 A. M. and Close at 5:30 P. M.

The May Co.'s Annual White Sale

FOUR pages of advertising would utterly fail to give you a clear idea of the many advantages which this sale affords. It's a recognized and important annual event—a sale so carefully and elaborately thought out that it brings a throng of careful women from miles around. They have learned, too, that these marvelously low prices are not the result of sacrificing quality—everything must pass the merit test in this store, where quality always comes first.

WE particularly call your attention to the great muslin underwear sale, the white goods sale, the linen sale, the embroidery sale, etc., and claim without question of a doubt that the prices are the lowest ever named in St. Louis. Bring this announcement with you. Pick out anything you wish and the salespeople will show you the exact thing as advertised. From day to day additional attractions will be told of in our announcements. Watch for details.

This Sale of Exquisite Undermuslins Will Surely Tempt You

Every Garment Offered in This Great Sale Is of Generous Width and Length, and Only High-Grade Materials Are Used in Their Creation

Special!—CORSET COVERS.—Of fine muslin, with full front and low neck. Nicely fitting garments with finished seams. Special Sale Price..... **11c**

CORSET COVERS.—Of very fine Nainsook; trimmed with fine Valenciennes lace insertions and lace edges on neck and armholes—Sale Price..... **57c**

EXTRA SIZE CORSET COVERS.—In high neck, square cut styles, trimmed with lace insertions and hem-stitched tucks—Sale Price..... **47c**

EXTRA SIZE CHEMISE.—Of extra heavy Muslin with corded band, the entire garment made in proportion to fit, from 44 to 50 inch bust measure—Sale Price..... **59c**

EXTRA SIZE CHEMISES.—Of very fine quality Muslin; neck band and armholes edged with embroidery—Sale Price..... **68c**

FINE NAINSOOK CHEMISES.—In skirt length, prettily trimmed with fine Val. lace and pink or blue baby ribbon—Sale Price..... **97c**

WOMEN'S CHEMISE.—With yoke and sleeves trimmed with lace; bottom of skirt finished with cambric ruffle, extra long—Sale Price..... **47c**

NAINSOOK CHEMISE.—In the extra length; bottom finished with tucked ruffle—neck trimmed with lace insertions and wash ribbons—Sale Price..... **69c**

WOMEN'S GOWNS.—Of muslin or cambric, with high neck, V-shape or slip-over styles, embroidery trimmed, made full width and length—Sale Price..... **44c**

FINE CAMBRIC GOWNS.—Yokes trimmed with lace insertions and clusters of fine tucks; lace edge on neck and sleeves—Sale Price..... **68c**

EXTRA SIZE CORSET COVERS.—With high or low neck, tight, perfect fitting styles, felled seams throughout—Sale Price..... **23c**

EXTRA SIZE GOWNS.—Of extra good quality muslin, with Hubbard yoke made with fine tucks; rolling collar and deep cuffs—Sale Price..... **68c**

SPECIAL!—WOMEN'S GOWNS.—Of good muslin in the full length, the neckband and sleeves edged with lace. These are made full size—Special Sale Price..... **48c**

CAMBRIC GOWNS.—Made extra wide and long, in high neck, V-shape or slip-over styles, with fine embroidery, insertion and hem-stitched tucks—Sale Price..... **\$1.23**

MUSLIN DRAWERS.—In the umbrella style, trimmed with hem-stitched ruffles or lace insertions; felled seams throughout—Sale Price..... **19c**

WOMEN'S DRAWERS.—Of fine Cambric or soft-finish Nainsook, some trimmed with choice embroidery and lace; others with dainty hem-stitched ruffles and lace insertions—Sale Price..... **38c**

WOMEN'S DRAWERS.—Of extra fine quality cambric or Nainsook, some trimmed with very dainty embroideries and others with fine Valenciennes or cluny laces—Special Sale..... **44c**

WOMEN'S DRAWERS.—Of extra fine Nainsook with deep umbrella ruffles trimmed with lace insertions and lace edge. Other styles with embroidery ruffles—open or closed styles—Sale Price..... **58c**

EXTRA SIZE DRAWERS.—Perfect shape—made with deep hem and clusters of tucks above—Sale Price..... **35c**

WOMEN'S DRAWERS.—Of fine Nainsook or cambric; made on French bands and trimmed with soft, dainty lace edges and lace insertions—Sale Price..... **87c**

EXTRA SIZE DRAWERS.—Of the quality cambric, cut extra full. Made on yoke band and trimmed with hem-stitched ruffles and tucks above—Sale Price..... **50c**

WOMEN'S NAINSOOK DRAWERS.—With deep umbrella ruffle, trimmed with dainty lace insertions; deep lace ruffle and ribbon bow over knee. These are very full—Sale Price..... **\$1.05**

WOMEN'S DRAWERS.—Of very fine quality Nainsook, beautifully trimmed with wide lace insertions and lace ruffles—Sale Price..... **\$1.29**

And others up to \$6.50 per pair.

Special!—WOMEN'S SKIRTS.—Of good muslin, made extra full and finished with deep umbrella flounce and cambric foot ruffle. During this sale these skirts go at..... **39c**

WOMEN'S SKIRTS.—Of good quality Cambric, made full width with umbrella flounce, trimmed with lace or embroidery; also cambric dust ruffle—Sale Price..... **75c**

EXTRA SIZE SKIRTS.—Of fine quality of cambric, cut extra full, deep lawn ruffle, trimmed with hem-stitched tucks; also finished with deep dust ruffle—Sale Price..... **\$1.39**

CAMBRIC SKIRTS.—With 20-inch umbrella flounce, including with very heavy lace, dainty lace and fine embroidery, made very full—Sale Price..... **\$1.49**

WOMEN'S SKIRTS.—Of very good quality of cambric, in a variety of styles and trimmings, including with very heavy lace, dainty lace and fine embroidery, made very full—Sale Price..... **\$1.49**

EXTRA FINE CAMBRIC SKIRTS.—Made with full flare flounce, trimmed with embroidery insertions and edge to match; felled seams throughout—Sale Price..... **\$2.00**

CAMBRIC SKIRTS.—With umbrella ruffle, trimmed with choice embroidery and clusters of fine tucks. Elegant garments at..... **\$1.25**

Special!—FRENCH LINGERIE.—Showing of these beautiful conceptions from two of the leading designers of Paris is not excelled. Every garment possesses that exquisite touch that the dainty woman covets and which only handmade goods display.

CORSET COVERS.—Beautiful hand-made French cambric—regular price \$1.75—Sale Price..... **\$1.75**

Drawers.—French cambric with hand-embroidered ruffle—perfect fitting garments—regular price \$1.75—Sale Price..... **\$1.75**

Gowns.—Beautiful Night Robes which are hand-embroidered and are strikingly charming in their severe plainness—regular price \$3.25—Sale Price..... **\$3.25**

Chemise.—These beautiful garments are hand-embroidered around edge, neck and sleeves—the regular price is \$2.50—special price \$1.50—Others up to \$5.00—all specially priced.



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Remarkable Sale of White Goods

IMMENSE quantities of the very weaves you are seeking for early spring sewing are entered in this event at prices which will create the greatest selling of the year. For instance:

- 50c WAISTINGS AT 25c—Over forty styles of these imported waistings in beautiful effects, including the new border cloths, nainsook waists and crystal effects—every yard, made to order in the regular size and 50c grades at..... **25c**
- 20c SWISS AT 12 1/2c—Beautiful star embroidered Swiss cloth, the dainty dots or large and medium dots—these were made to sell at 20c—Sale price, yard..... **12 1/2c**
- 25c OXFORD WAISTINGS, 10 1/2c—25c quality, mercedized Oxford waistings for waists of the present range—choice in yard sale at..... **10 1/2c**
- ENGLISH LONGCLOTH—1000 pieces of English Longcloth, with the chambray finish, 12 1/2 yard pieces, at..... **75c**
- 25c FRENCH LAUNES, 12 1/2c—45-inch French Launes, in a beautiful sheet quality, for dresses or regular 25c yard..... **15c**
- ENGLISH NAINSOOKS, with a soft finish—These are put up in a box containing 10 yards and having the finest material in the world for underwear and baby's outfits. The 10c grade is 12 1/2 yard pieces at..... **\$1.10**
- The 12c grade is 12 1/2 yard pieces at..... **\$1.20**
- LONGCLOTHS, in 12 1/2 yard pieces, at..... **\$1.20**
- The 12c quality is 12 1/2 yard pieces at..... **\$1.20**
- The 10c quality is 12 1/2 yard pieces at..... **\$1.10**
- The 8c quality is 12 1/2 yard pieces at..... **\$1.05**
- The 6c quality is 12 1/2 yard pieces at..... **\$1.05**
- Main Floor—Aisle Two.
- 25c CHIFFON ORGANDIES at 12 1/2c—Sheer, charming, 32-inch white organdies, which were imported to sell at 25c, go in this sale at..... **12 1/2c**
- 25c LINEN SHEETING at 75c—Extra fine quality all-linen sheeting, 24 yards wide. These are also used for dresses. Regular price \$1.25—Sale Price, yard..... **75c**
- ENGLISH MUSELIZED SWISS NOVELTIES—High-class imported Novelties, with invisible stripes, seven dots and open lace women's Swiss effects—50c grade, at..... **25c**
- 25c CHIFFONS at 20c—Hem-stitched satin stripe Chiffon, one of the newest of the imported novelties. These are washable fabrics, with satin stripe effects. These are very popular for dresses. Regular price \$1.25—Sale Price, yard..... **20c**
- INDIA LINENS—These goods are made by one of the greatest weavers in the country, and we will offer them during this sale at less than any retail concern in the country can buy them for. The opportunity will never occur again.
- The 12c quality will be offered at only..... **6c**
- The 10c quality will be offered at only..... **7c**
- The 8c quality will be offered at only..... **8c**
- The 6c quality will be offered at only..... **9c**
- The 4c quality will be offered at only..... **10c**
- The 2c quality will be offered at only..... **12c**
- The 1c quality will be offered at only..... **15c**

Six 15c Men's Collars for only 24c

IN the great White Sale we will offer 5000 dozen men's collars, in all the latest styles, including the standing, wing and turn-down styles, in the regular 15c qualities, at..... **24c**

Sold in 12-dozen lots only.

6 Pairs of 25c Cuffs, 48c

2000 dozen pairs of white Cuffs, in the same quality as the collars—six pairs of 25c cuffs for..... **48c**

Sold in 12-dozen lots only.

Men's Regular Dollar Shirts for 44c

600 dozen Unique Brand Laundered White Shirts, which regularly sell at \$1.00 in this sale at only..... **44c**

(Main Floor, at the east door.)

Silk Special

BEAUTIFUL 25c White Japanese Silks, which wash splendidly, will be offered in this sale at..... **18c**

Embroideries Are Greatly Reduced

ATREMENDOUS purchase of handsome Nainsook, Swiss and Cambric Sets, three to four different widths of edging and two to three widths of insertions, all of which match, enables us to offer these bargains. These are all hand-work sets and actually cost double to import. These beautiful sets go to-morrow at 35c, 25c, 19c, 15c, 12c, 10c and 5c.

- BEAUTIFUL SETS.** In Nainsook, Swiss and Cambric, with work and margin 3 inches wide. These were never offered before at less than 20c a yard—at..... **10c**
- RIBBON BEADING.** In Swiss, Nainsook and Cambric, with straight and finished edges; also Swiss never edging and insertion, or 2-inch Nainsook edging and insertions—value 25c—Sale Price, yard..... **10c**
- ELEGANT FLOUNCINGS.** In Swiss, Cambric and Nainsook, 6 to 8 inches wide; regular value 65c a yard—Sale Price, yard..... **29c**
- SWISS BANDS.** With hem-stitched piping, from 2 to 3 inches wide; pink, blue and cardinal; regular price 25c to 45c—Tuesday, yard..... **10c**
- BEAUTIFUL LACE FLOUNCING.** In Point Lierre, Repousse and punched-out effects, ball and pompadour, Point Applique and net top Orientals. These are from 10 to 15 inches wide and are worth from 60c to \$1.25—choice, yard..... **39c**
- CORSET COVER EMBROIDERIES.** In Cambric, Swiss and Nainsook; 12 to 18 inches wide; beading and openwork effect. These are worth 45c. Choice of 500 pieces at, yard..... **19c**
- CAMBRIC EDGINGS and Insertions.** from 1 1/2 to 3 inches wide; also Swiss and Nainsook baby edgings; regular price 10c—Sale Price, yard..... **5c**
- BANDS OF FAGOTING.** with colored braid stitching, 3 inches wide—Sale Price, yard..... **5c**
- 45-INCH LACE ALLOVERS.** In Maltese or Cluny, in ecru only. These are much in demand for lace waists. The regular value is \$1.25—Sale Price, yard..... **39c**
- NET TOP ORIENTALS.** Point Applique and 4-inch Pompadour bands, which sell regularly at 60c to 65c—Sale Price, yard..... **25c**
- 18-INCH NOVELTY ALLOVERS.** in white or Arabian, with large spots. These are fully worth \$1.25—Sale Price, yard..... **25c**
- EMBROIDERY FLOUNCINGS.** In fine Cambric, Swiss and Nainsook, 6 to 10 inches wide; regular prices 60c to 75c—Sale Price, yard..... **29c**
- CORSET COVER EMBROIDERIES.** In fine Swiss, Cambric and Nainsook; 18 inches wide; beading and Maltese. Amazing effects; beautiful handmade goods regularly selling at 35c—Sale Price, yard..... **37c**
- CORSET COVER EMBROIDERIES.** In fine Swiss, Nainsook and Cambric; 18-inch beading and lace effect. These are all handmade and should regularly sell at from 45c to \$1 a yard. Choice on the bargain square at, yard..... **48c**
- POINT DE PARIS LACES and Insertions to match;** widths 3 to 6 inches; regular prices 15c to 25c—Sale Price, yard..... **10c**
- CLUNY OR MALTESE LACE BANDS.** in white or ecru, 3 inches wide; also Point de Paris, Valenciennes and Torchon laces and insertions—values up to 15c—Sale Price, yard..... **5c**

In the Basement Salesroom

PRICES are beyond precedent in this sale and housekeepers will be enthusiastic over the remarkable values. Weavers all over the world have contributed to this event, giving extraordinary concessions because of the quantities purchased. Remember, this is not only a White Sale, but it's a QUALITY White Sale and to miss its buying chances is a loss indeed.

- BERKLEY'S CAMBRIC** is known everywhere for its beautiful finish and wearing qualities. In this sale we will offer regular yard-wide 12 1/2c quality at the tempting price of, yard..... **8c**
- 10c MUSLIN AT 5c**—Fruit of the Loom, Longfellow, Dwight, Anchor, Hill, Mermaid and Androskein Bleached Muslin. Every piece ticketed and each 26 inches wide. Regular price 10c—Sale Price, yard..... **5c**
- 50c TABLE FELT AT 25c**—Table Felt or surface cloth, 54 inches wide, extra heavy, 50c quality, in this sale at, yard..... **35c**
- BLEACHED SHEETS, 25c**—These are made of extra quality sheeting, with a seam, size 72x90 inches. Regular price 40c. Sale price, each..... **29c**
- 50c SHEETS AT 35c**—Bleached Sheets, size 81x90 inches, made of extra heavy quality sheeting, seamed. Regular price 50c. Sale price, each..... **39c**
- EXTRA QUALITY CASES**—In the 42x54 or 42x56-inch sizes. Regular price 8c. Sale price, each..... **8c**
- 12c PILLOW CASES AT 11c**—45x36 1/2 linen-finished Pillow Cases, with three-inch hem. Extra 12c quality. Special, each..... **11c**

New York Mills Sheets and Pillow Cases.

- Sheets, 62x90 in.**—Regular 60c grade at..... **37c**
- Sheets, 62x90 in.**—Regular 50c grade at..... **45c**
- Sheets, 72x90 in.**—Regular 70c grade at..... **45c**
- Sheets, 80x90 in.**—Regular 80c grade at..... **55c**
- Sheets, 80x90 in.**—Regular 90c grade at..... **65c**
- Pillow Cases, 42x56**—Regular 15c grade..... **11c**
- Pillow Cases, 42x56**—Regular 16c grade..... **11c**
- Pillow Cases, 42x56**—Regular 20c grade..... **15c**
- Pillow Cases, 42x56**—Regular 25c grade..... **17c**

Pepperell Sheetings.

- We will offer these famous sheetings at less than you ever paid for them. They are known everywhere for their stability and worth.
- 42-inch 12 1/2c Sheetings** at, yard..... **9c**
- 45-inch 15c Sheetings** at, yard..... **10c**
- 50-inch 18c Sheetings** at, yard..... **11c**
- 6-4 20c Sheetings** at only, yard..... **13 1/2c**
- 6-4 22c Sheetings** at only, yard..... **15c**
- 8-4 25c Sheetings** at only, yard..... **16 1/2c**
- 9-4 27c Sheetings** at only, yard..... **18c**
- 10-4 30c Sheetings** at only, yard..... **20c**

Lace Curtains at Half and Less

TO-MORROW we will offer 2000 pairs of fine French Cable Net, Egyptian, Saxony, Brussels Net and Scotch Lace Curtains in exquisite Cluny, Honiton, Arabian, Renaissance and Irish Point designs in white, ivory or Arabian color. These are 3 1/2 yards long and 50 to 60 inches wide. From 2 to 10 pairs of a kind and every pair worth from \$4 to \$5—Sale Price, pair..... **\$1.50**

- BONNE FEMME CURTAINS.**—Genuine handmade Cluny and Renaissance. Lace Bonne Femme Curtains, with beautiful large hand-made motifs, deep lace edges and insertions. \$5 to \$5 Curtains at, pair..... **\$2.50**
- MAKERS SAMPLES** of fine Cable Net, Egyptian, French Cluny and Scotch Lace Curtains, 2 yards long and 50 to 60 inches wide. These are for full-length windows, small windows, doors and door draperies, lambrequins and bed draperies. Regular \$2.50 and \$4.50 values, per pair..... **25c**
- \$3.50 and \$4.50 Madras Portieres, Per Pair, \$1.50**
- 1000 pairs of large reversible silk striped Madras and snowflake Portieres, in a magnificent assortment of handsome new designs and rich colorings, finished with heavy tassels, fringe—from 3 to 10 pairs of a kind—suitable for windows and door draperies, lambrequins and bed draperies. Regular \$2.50 and \$4.50 values, per pair..... **\$1.50**

The May Co.

Washington Avenue and Sixth Street.

Distributors of Butterick's Patterns.

Household Linens Are Featured

HEAVY orders placed months ago enable us to offer these splendid Linens at less than ruling market rates. Stock up your closets now and save in every case.

- DEPENDABLE DAMASK AT 35c**—Oiled Turkey Imit Damask of the best Scotch make. Ten new patterns, in the usual 50c quality, at, yard..... **33c**
- 40c DAMASK AT 25c**—Bleached Irish Damask, with 80% linen. An extra heavy 40c quality, noted for its service-giving qualities. Sale price, yard..... **25c**
- 75c DAMASK AT 49c**—Extra heavy bleached all-linen Irish Damask, in the new open border patterns. Full 75c quality at, yard..... **49c**
- 10c HUCK TOWELS AT 8 1/2c**—Extra heavy Huck Towels, in white only. These regularly bring 10c. Sale price..... **8 1/2c**
- 12 1/2c TOWELS AT 10c**—Extra heavy Huck Towels, in plain white only. Size 12x38 inches. Regular 12 1/2c Towels at..... **10c**
- 20c TOWELS AT 14c**—Extra heavy Linen Huck Towels, with white or red borders. Size 20x40 inches. 20c Towels at..... **14c**
- 25c TOWELS AT 15c**—2400 bleached Turkish Towels, with extra nap and red border. Size 24x54. 25c Towels at, only..... **15c**
- 65c DAMASK AT 49c**—All-linen extra heavy unbleached Irish Damask for hotel use. The best and most durable linen made. Regular value 65c. Sale price, yard..... **49c**
- \$1 AND \$1.10 DAMASK AT 85c**—Extra fine all-linen Irish and Scotch Double Satta Damask; also fine Belgian Silver-bleached Damask. \$1 and \$1.10 grades at, yard..... **85c**
- \$1.35 NAPKINS AT 98c**—Extra quality bleached Irish Linen Napkins, in the 18x18-inch size. Regular price..... **98c**
- \$1.50 NAPKINS AT \$1.19**—Extra quality bleached Irish Napkins, 19 inches square. Regular price \$1.50. Sale price, dozen..... **\$1.19**
- \$2.90 NAPKINS AT \$1.48**—All-linen extra heavy hotel size pattern Napkins, in the large size. The most durable Napkins made. Regular price \$2.90. Sale price, dozen..... **\$1.48**
- 25c TOWELS AT 19c**—Extra fine Linen Huck Towels, in a splendid dew-bleached 25c grade, at, yard..... **19c**
- 12 1/2c CRASH AT 9 1/2c**—Barnesley's Irish Crash, in the extra weight and quality. 12 1/2c Crash at, yard..... **9 1/2c**